



blu  star
CONSULTING

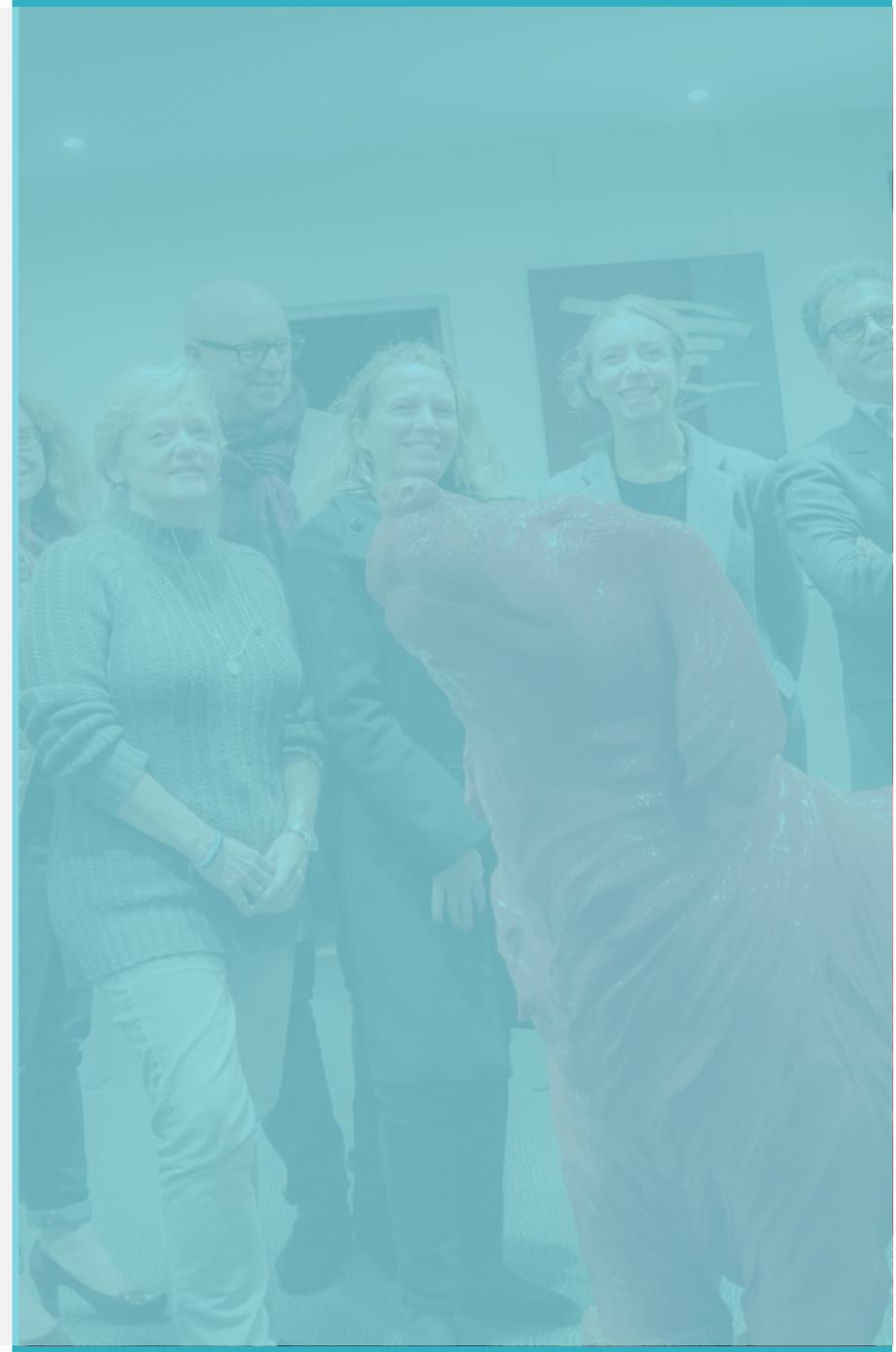
www.blustarconsulting.com

Insights. Strategy. Leadership.

About US

BluStar is a virtual strategic consultancy dedicated to assisting clients to develop & launch successful products. We are passionate about the power of insights, and their impact on developing products that truly meet consumers' needs. We believe everyone should be able to hear the voice of their customer and that customers should be part of the entire development process.

Over the past 20 years we have been involved with the introduction of new products & new companies, and even the re-launch of existing ones. We've worked with many different customer types including rare disease patients, elderly consumers, business professionals, educators, and sports enthusiasts - to illuminate the nuances of their needs and experiences to help clients to develop meaningful products and launch strategies.



About Our NETWORK

As a virtual consultancy – partnerships are the key to our success. We have affiliates across the globe – enabling us to customize projects to meet your needs with the methodology, technology, expertise required to meet your unique business needs.

Our partners include experts in research methods, corporate commercialization, business development, non-profit strategy, financial planning, and competitive intel.

We bring in the necessary partners / affiliates to meet your specific business needs.



About ME

Hi! I'm ROBIN BATEMAN, and I created BluStar Consulting to pull together subject-matter experts and technical specialists to help more clients gather more insights more often. By working virtually, and using online mobile technology, we can reduce overhead and provide more clients the opportunity to talk to their customers throughout the product development and launch process.

My commercial experience includes new product testing, product profile development, packaging, positioning, naming, branding, tracking, and more. I have worked in many market sectors including BioPharma, Devices, Consumer Goods and Mobile Technology.

I have worked as a bench scientist, an account executive, and as the head of numerous market research / global intelligence groups in the healthcare industry. I combine skills from all of these experiences to uncover hidden insights, identify patterns, and "see" the story and path that will make your product a success.

I have a BS in Biology from the University of North Carolina at Chapel Hill, and an MBA from The Fuqua School of Business at Duke University. I have worked and lived globally for the past 20 years and love to travel and incorporate all the cultural values into my insights and strategy recommendations.





Our Capabilities

As a custom consultancy, we design each project with a mix of techniques & methodologies tailored to address your specific business need.

Strategic Planning

Our experience in Strategic Planning, Commercial Development, and Marketing allows us to draft, refine, and execute strategic and tactical plans. Some of our recent work includes:

- Positioning & Branding
- Product Development
- Launch Planning
- Product re-Launch
- Portfolio Planning



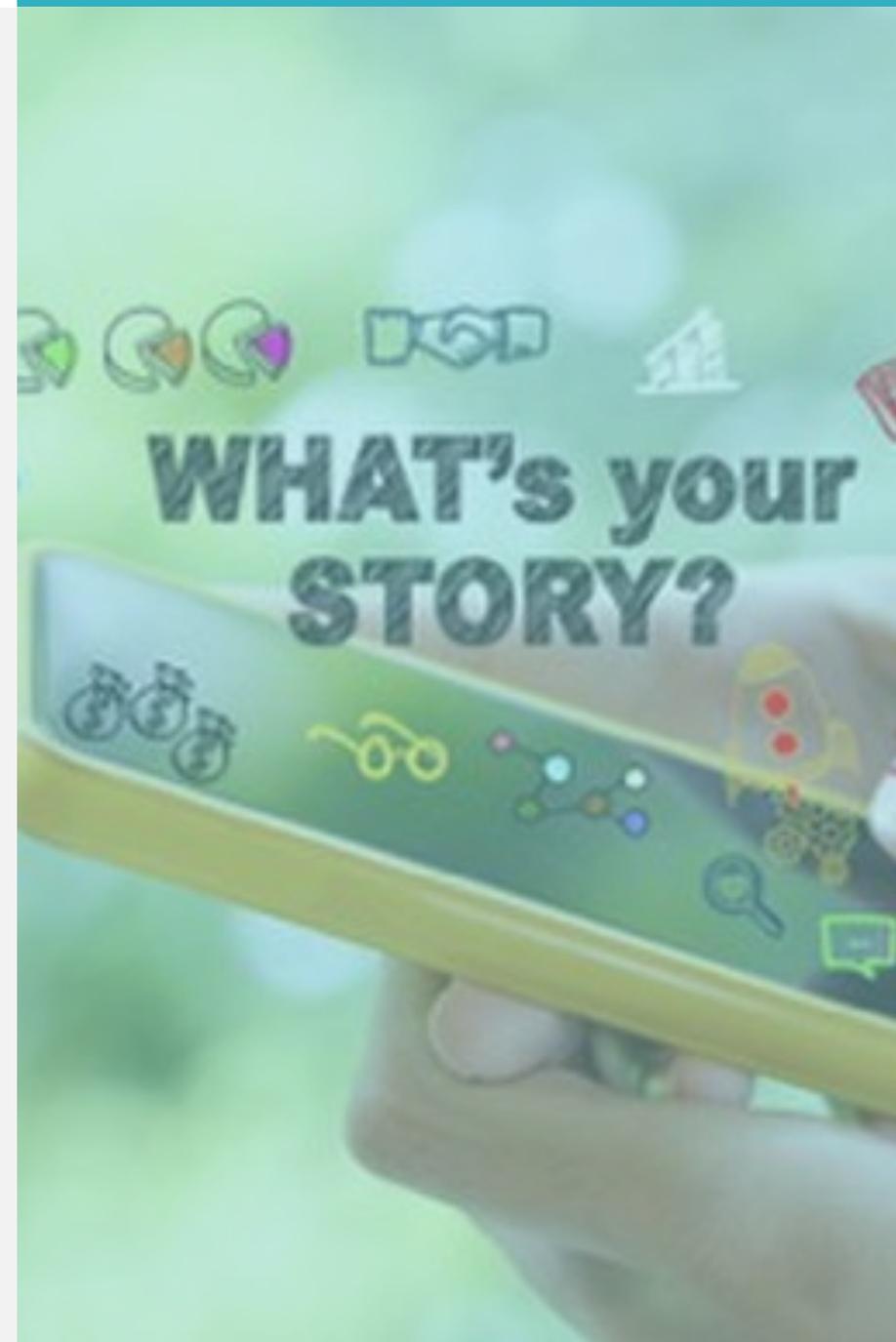
Insight Mining

Customer insights are not just about when and where they use your product - but also about the day-to-day activities, challenges, frustrations, and barriers they routinely encounter.

We can uncover customers' real stories and suggest strategies for addressing their needs with product offerings or marketing programs.

Recent projects include:

- Patient and Physician Ethnographies
- Consumer New Product Testing
- In-Depth Expert Consultations
- Customer Experience Feedback



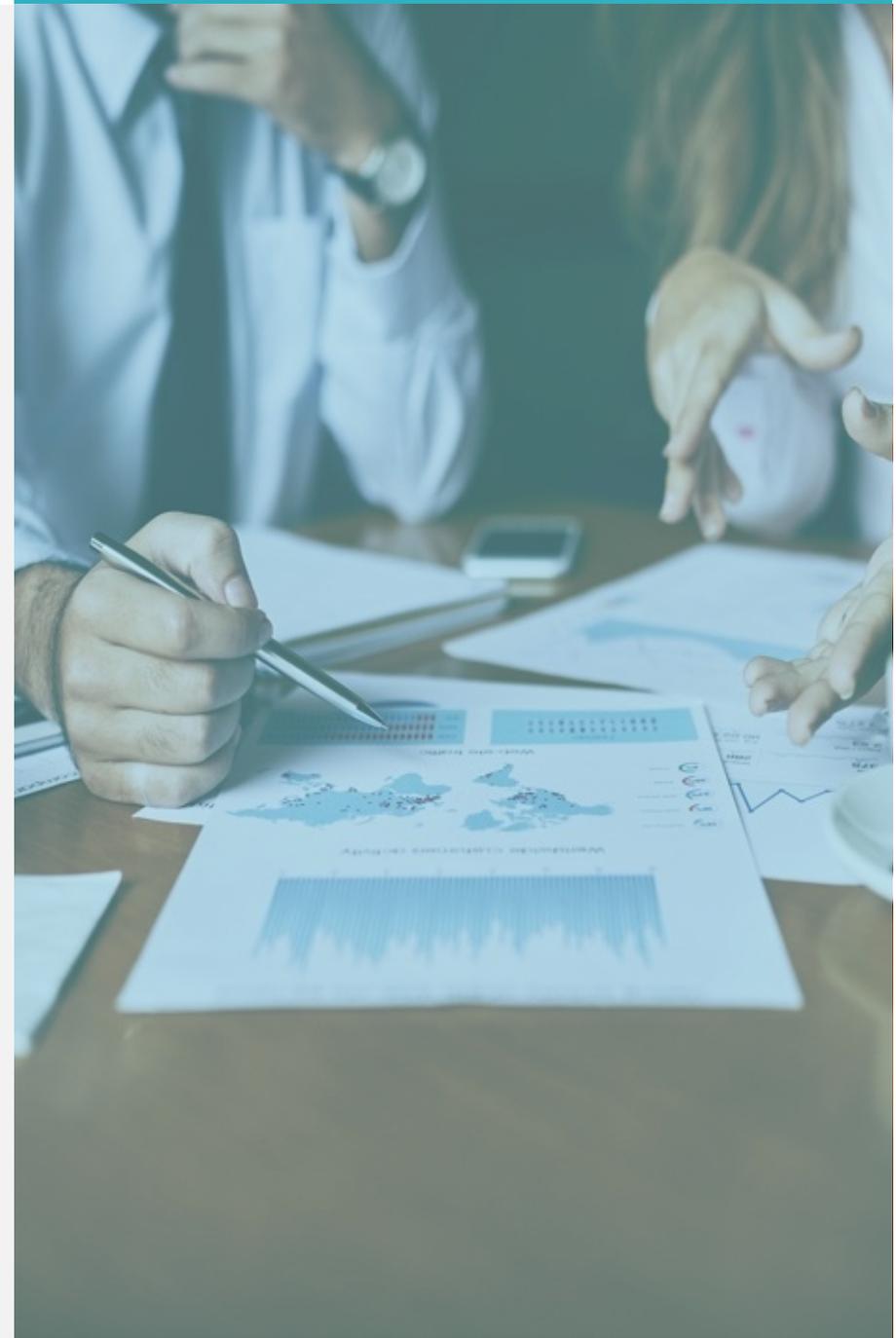
Partnering for Success

Not only do we provide expert strategic consulting (one-on-one or with teams) we also offer assistance as team-members to fill-in when you need short-to-mid term staffing due to medical leaves, organizational restructuring, or urgent project deadlines.

We've worked on teams as:

- Global Research Executives
- Marketing Directors
- Business Analysts
- Product Managers

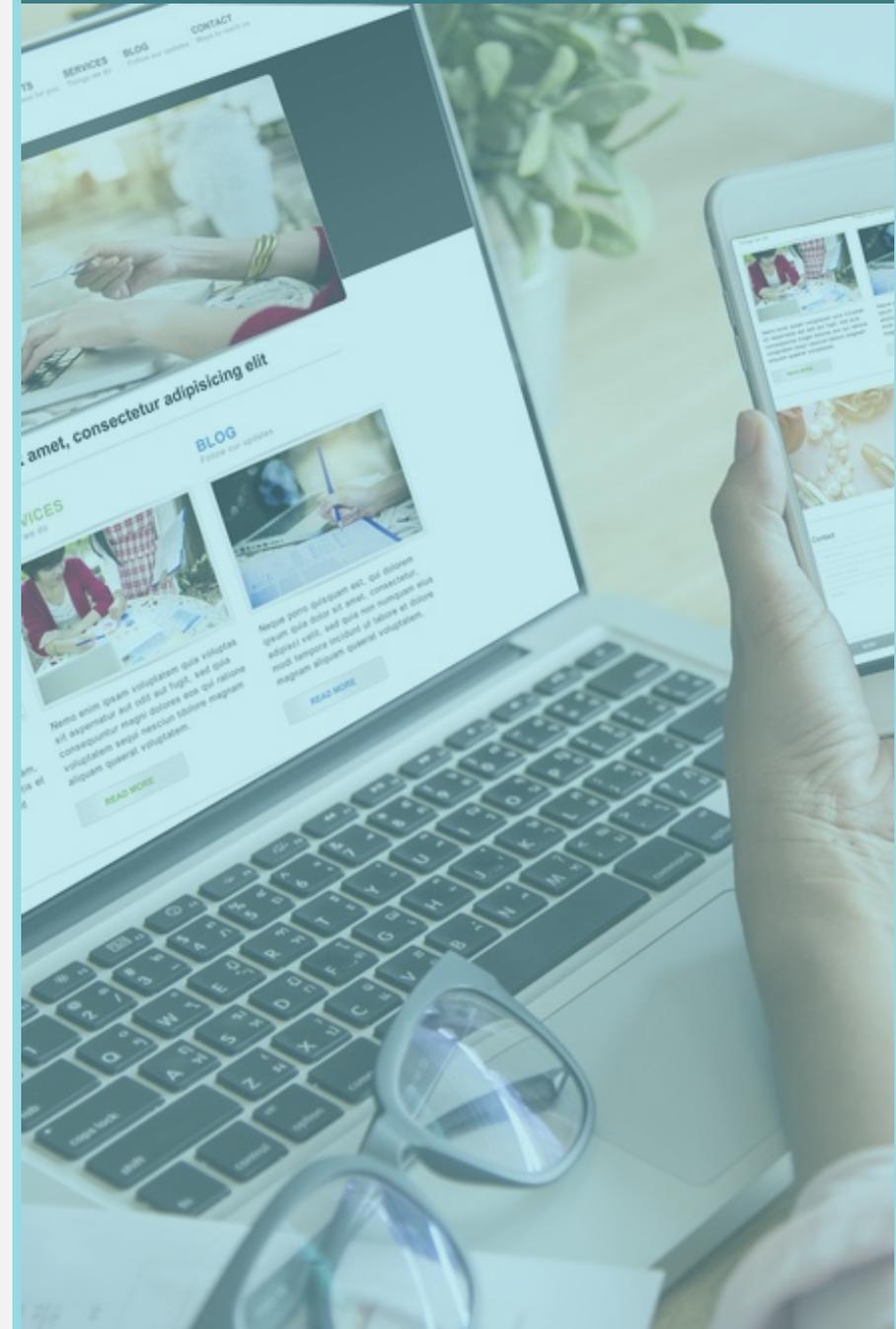
We are flexible and work with hourly contracts as well as longer-term retainers.



Small Business Mentoring

As an entrepreneur, Robin understands the stress and anxiety that comes with setting up a small business. Sometimes it can seem overwhelming. We help with early start-up activities such as:

- Website Design
- Website / On-line Shop Management
- Marketing Materials Design
- Sales Targeting
- Messaging Scripts / Templates
- Advisory Consulting on Strategy and Tactics





For more information contact Robin

info@blustarconsulting.com
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